GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home – Cinemas – Krishna District – Grant of Cinematograph licence and special rates of admission in the (6) screens of M/s PRASADS SP ENTERTAINMENT LLP Multiplex at Trendset Mall, Benz Circle, Vijayawada with flexible timings to increase the number of shows upto five (5) per day between 10.00 AM to 1.00 AM – Permission accorded – Orders - Issued.

==========

Home (General) Department

G.O.MS.No. 161 **Date:19-10-2015.**

Read the following.

1. G.O.Ms.No.100, Home (Genl.A) Department, dated.26-04-2013.
2. From the M/s Prasads SP Entertainment LLP, Vijayawada, dated.24-09-2015.
3. Govt.Memo.No.13022/General /A1/2015, dated.03-10-2015.
4. From the Joint Collector & Addl.District Magistrate, Krishna, Machilipatnam, Lr.No.REV-CSECoCA/46/2015-SA(C2)-KCO, dated.14-10-2015.

&&&

ORDER:

In the reference 1st read above, Government have reclassified the cine theatres and allowed enhancement of rates of admission with certain conditions for issue and renewal of licences to Multiplexes and other Cinema theatres.

2. In the reference 2nd read above, the M/s Prasads SP Entertainment LLP, Trendeset Mall, Benz Circle, Vijayawada, have requested the Government to accord permission to charge certain rates of admission and allow flexible timings to screen 5 (Five) shows per day.

3. In the reference 3rd read above, Government have called for the detailed report of the District Collector, Krishna as per Rules in vogue in the matter.

4. In the reference 4th read above, the Joint Collector Krishna District has submitted a report stating that the Sub-Collector has conducted a personal inspection of the Multiplex premises on 07-10-2015 and satisfied that construction has been done as per NOC. The Sub-Collector has recommended for grant of screening permission for newly constructed Mall & Multiplex, Vijayawada. The Management, M/s Prasads SP Entertainment LLP in their representation has stated that they have provided the following amenities:

1. Luxurious interior of international standards with fully Air-conditioned auditoriums and lobby.
2. Imported Plush carpeting in the auditoriums and a well-designed Cinema Lobby & Pre-Ticketing Lobby.
3. State of the art LCD screens in the box office and F&B counter displaying information for the customers.
4. Comfortable stadium Style high back seating with comfortable leg space between the rows.
5. Auto flush toilet facility with high level of hygiene in the multiplex and rest rooms through constant housekeeping efforts.
6. Inherent fire retardant seat fabric and drapes.
7. LED Light on every step riser in the auditorium with step lights as well as exit signs.
8. Projection system through Christie 4230 Projectors through direct satellite picture.
9. Efficiently designed acoustic system in six auditoriums, providing patrons with a super sound quality.
10. Computerized ticketing facility that allows patrons to purchase tickets through internet and collect their tickets through ticketing kiosks.

P.T.O.,

11. The theatre is equipped with two classes of tickets such as Gold class and Diamond class for Recliner seats.

12. 100% generator back up facility and all the critical systems have UPS back up facility thereby enabling Un-interrupted Movie viewing even during power failures.

13. Huge space for the Food court, Fun Zone and Shopping to refresh the Audience in the Multiplex.

5. The Joint Collector has therefore stated that the Management of M/s Prasads SP Entertainment LLP has provided the above facilities with central air-conditioning and the Multiplex is located in Commercial locality and there are other multiplexes also, namely LEPL Inox PVP, PVR etc. He has therefore recommended for fixing the fare of ticket at Rs.125/- for Gold class and Rs.175/- for Diamond class and screening of 5 shows per day in all 6 screens, with flexible timings.

6. Government, after careful examination of the matter and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and under clause (a) of sub rule (3) of rule 11 (b) of the Andhra Pradesh Cinemas (Regulation) Rule, 1970 hereby grant Cinematograph License and also permit special rates of admission to M/s PRASADS SP Entertainment LLP Multiplex at Trendset Mall Benz Circle, Vijayawada to fix the rate of Rs.125/- for Gold Class and Rs.175/- for Diamond Class including tax free maintenance charges and five shows per day in each screen with flexible timings from 10.00 to 1.00 A.M in all the 6 screens in relaxation of G.O.Ms.No.100, Home (Geneal.A) Department, dt.26-04-2013 subject to the conditions stipulated herein the Annexure appended to this order, that shall be strictly fulfilled and followed by the Management.

7. The District Collector & Magistrate, Krishna shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr.MANMOHAN SINGH,
PRINCIPAL SECRETARY TO GOVERNMENT(FAC).

To
The Collector & District Magistrate, Krishna District,
Machilipatnam.
The Joint Collector & Addl.District Magistrate,
Krishna, Machilipatnam.

Copy to:

Sri D.Suresh Babu, Prasads SP Entertainment LLP,
D.No.40-1-56, Bandhar Road,
Benz Circle, Vijayawada–520008.
The P.S to Prl.Secy to Hon'be CM and Minister.
The P.S to Prl Secretary, Home Department.
SF/SC.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

ANNEXURE TO G.O.MS.No. 161, HOME (GENERAL) DEPARTMENT
CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

P.T.O.,

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

Dr.MANMOHAN SINGH,
PRINCIPAL SECRETARY TO GOVERNMENT(FAC).